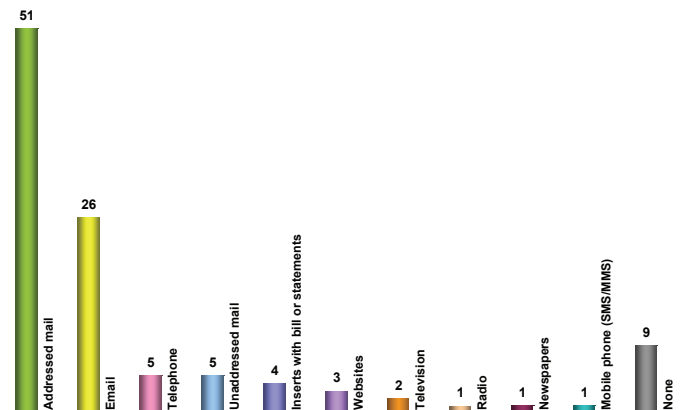




What media should  
**telecommunications companies**  
consider to reach their  
customers and prospects?

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of telco companies prefer to receive promotional communications via:

**51%**

Addressed mail

**26%**

Email

**5%**

Telephone

## Key demographics

- 74% of customer households with an annual income under \$35K – a significant proportion for a category with a very broad customer base – expressed a preference for addressed mail.
- Those aged 30-39 showed the highest preference for email, though still recorded addressed mail as their first preference.

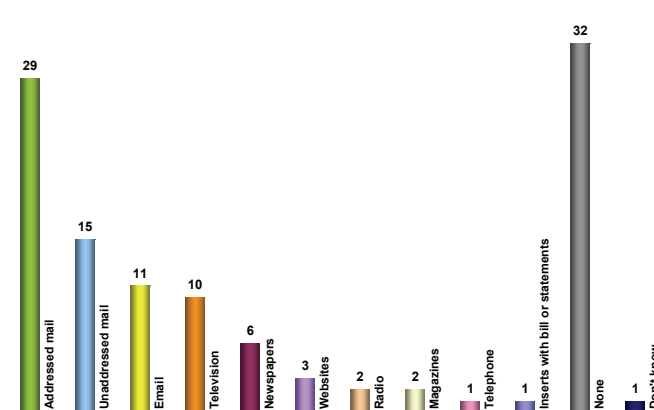
Base: Telecommunication customers n = 503

## INSIGHTS

While the telephone does feature for a small proportion of existing telco customers, the preferred channel by a significant margin is addressed mail – an outcome that holds true across the socio-economic spectrum - followed by email.

Prospective telco customers expressed a preference for receiving marketing information through addressed mail, with unaddressed mail and email also featuring. Interestingly the telephone is preferred by only 1% of prospects.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of telco companies prefer to receive promotional communications via:

**29%**

Addressed mail

**15%**

Unaddressed mail

**11%**

Email

## Key demographics

- 20% of telco prospects in households with an income over \$100K preferred addressed mail, with 15% selecting unaddressed mail and 10% email. This group showed a slightly higher preference for TV at 14% compared with the overall average of 10% selecting this medium.
- Almost 50% of those aged 65+ requested no communications.

Base: Telecommunication customers n = 501

## SPOTLIGHT ON DIRECT MAIL

61% of customers in the 55-64 age range prefer addressed mail communications from telcos. As this demographic group are the most likely to have a wider circle of family and friends spread over a large geographical area, ensuring their business is retained is likely to pay dividends.